

*As reprinted from 01/31/2008*

## **Super hype includes Financial Football**

KINGMAN - Super Bowl Week is a time to go beyond hyping pro football's biggest game of the season.

Visa has launched a nationwide initiative with the National Football League and Players Inc. to help students tackle their financial futures by introducing an interactive money management video game.

Financial football has a standard version for high school students and an advanced version for college students. Distribution of compact discs containing the game began Monday with two copies being mailed to every public high school in Arizona, said Kimberly Yee, director of communications and government affairs for the Arizona State Treasurer's Office. The computer-based game is accompanied by a classroom curriculum and also may be downloaded for free on cell phones.

"There's no taxpayer expense involved," Yee said. "Visa is the game producer with production and distribution made possible by Visa and the Salt River Project, another Super Bowl sponsor.

"The game's components are in line with state standards regarding money management."

The game also may be played on the Internet at [www.arizona.financialfootball.com](http://www.arizona.financialfootball.com), where it will be posted for the remainder of this school year, she said.

"It looks like it has gone over into other states," said Jeff Martin, principal at Kingman Academy of Learning High School.

"It could be beneficial in our business classes. We'll take a look at it and go from there."

A news release from Yee stated Financial Football has been rolled out in West Virginia, Indiana, Ohio, California, Pennsylvania, Colorado, Wisconsin, Nevada, Massachusetts, Rhode Island, New Hampshire, Maine, Vermont and Connecticut.

Kingman High School Principal Pat Mickelson had seen only a news release about Financial Football when contacted Wednesday. But she was enthused by what she read.

"I'm going to encourage some of our teachers who look for creative ways to teach serious academic content and this would seem to fit that criteria as both fun and motivating," Mickelson said.

"We'll likely focus on our business classes, but also will share it with math and possibly health classes."

State Treasurer Dean Martin stated in a news release, "This financial education initiative provides a winning playbook for students' financial future. The program educates while it entertains students so that they retain these valuable financial lessons."

Since 2006, Visa and treasurers of the states mentioned have reached agreements that have put the video game into nearly 5,000 high schools.

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